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Morn

Two Amazing New Phlox

Do the names Pinkette and Rosy Blue seem new to you? They are no newer than these two beautiful Phlox, for the names were coined to describe new and rare coloring—coloring you have never seen before—coloring of rare and unusual beauty.



Rosy Blue

There have been many "Blue" Phlox but none of such unusual and beautiful coloring as the new "Rosy Blue." In it, shades of blue and rose intermingle in an amazing fashion that really does produce the effect of a rosy blue—not purple or violet, but "Rosy Blue."

"Rosy Blue" is a child of the famous "Daily Sketch," and inherits the unusually large florets of its parent. It also inherits vigor, productiveness, and fine well-filled, symmetrical heads. It seems entirely immune to disease. Whether you are an ordinary gardener or fancier, you should have Phlox Rosy Blue. It will create a new and magical color note in your garden.

Bargain

For a nice display, with beautiful color harmony, order three Rosy Blue and two Pinkette, then plant alternately, beginning with the Rosy Blue. We allow this special price:

3 Rosy Blue Phlox	\$1.50
2 Pinkette Phlox	1.00
Total Value	\$2.50

Special Price — **\$2 15**

PRICES
1 for \$0.55
2 for 1.00
4 for 1.85

Pinkette

Pink—just a very little pink—pink so delicate that it can scarcely be seen—and yet it is there, making this new Phlox Pinkette the loveliest Phlox ever offered to garden lovers. Really, we had difficulty in deciding whether to call it pink or white, for in the natural flowers the color is only just barely discernible. In the end, we coined a new word, Pinkette, to describe it, as we knew of no existing word that would do. Pinkette has the sweetest coloring that you ever saw. It is a flower that will really enchant and delight you.

And, not only is the coloring enchanting in its newness and beauty, but, being a child of Morgenrood, the Phlox has all the good characteristics that a Phlox should have. Florets are large, well shaped, and occur in masses to form beautiful, symmetrical heads. Foliage is dark green and lustrous, strong and upright, and the Phlox does not seem subject to disease. It presents no difficulty to the home gardener.

We predict that Pinkette will be the outstanding Phlox among all Phlox for years to come. Do not fail to have it in your garden if you really want to be up to date. Supply is limited so we advise that you order early.



PRICES
1 for \$0.55
2 for 1.00
4 for 1.85

R. M. Kellogg Co.
Three Rivers, Mich.

Kellogg's

Summer-Mums

Hundreds of Blooms

Just imagine this new flower in your garden. Dean Kay Summer-Mum gives you loads of big radiant blooms, starting in July when flowers are scarce everywhere! Flowers continue by hundreds until stopped by heavy frost—light frost will not stop them.

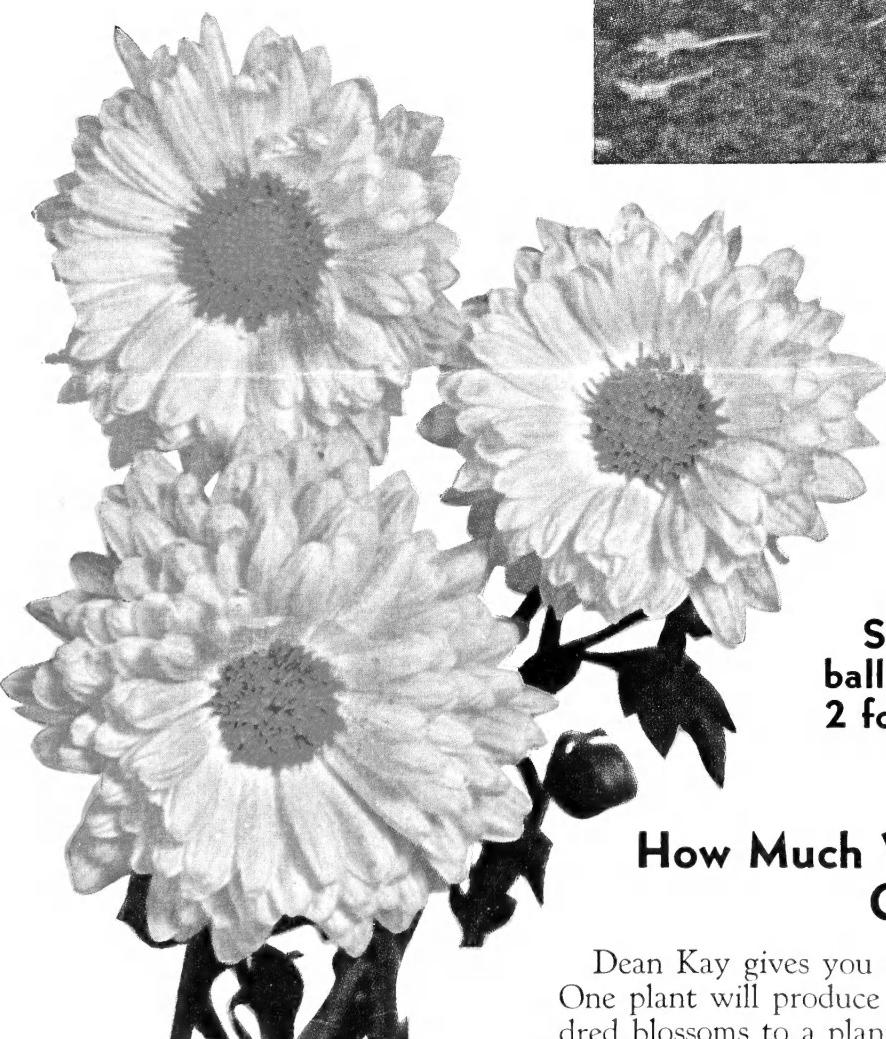
Not only does Summer-Mum Dean Kay bloom in the summer—when flowers are scarce—but it produces blooms by hundreds as shown in the picture at the right. Summer-Mum Dean Kay is a close rival to Azalea-mum in the quantity of blooms produced—and flowers are uniformly rich in coloring. There are very few flowers that can rival Summer-Mum Dean Kay in the richness and beauty of its pink blossoms.

Flowers are excellent for cutting, and ideal for landscaping because of the very many blooms produced.

Very Hardy!

Summer-Mum Dean Kay has been tried in the various parts of the United States, including Maine, and has been found **EXCEPTIONALLY HARDY**.

PRICES: Strong pot-grown plants with ball of earth on roots, 75c each; 2 for \$1.45; 4 for \$2.85.



Blossoms of Dean Kay are about two inches across, and uniform in color. Long, sturdy stems; strong, healthy foliage—exceptionally hardy everywhere. Plants get as high as 2½ to 3 feet, and often grow 3 to 4 feet across. They are literally loaded with hundreds of blooms at one time throughout the season.

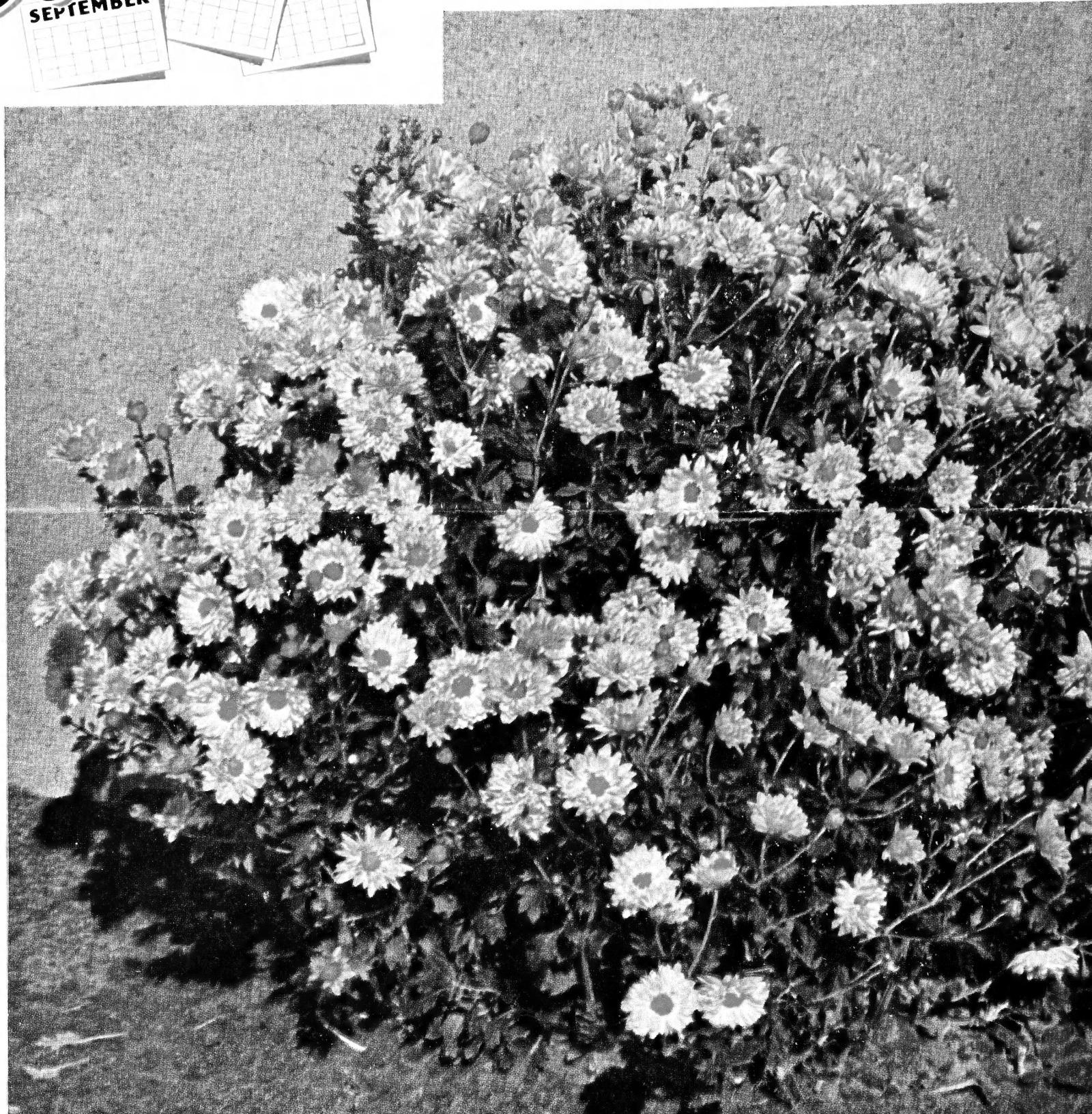
How Much Would Your Florist Charge?

Dean Kay gives you an immense value for your money. One plant will produce several hundred blooms—five hundred blossoms to a plant would be a conservative estimate. In fact, often plants will have that many flowers open all at one time, and the plant continues to bloom for weeks.

How much would your florist charge for forty dozen flowers? That would be 480 blooms. Could you get them for 75c, the price of a single Dean Kay plant? Less than two cents per dozen. The same flowers bought of your florist might cost you as much as \$1.00 per dozen, depending on locality.

Dean Kay, the first of Kellogg's Summer-Mums gives beautiful flowers by the hundred in the late summer, just when you need them most.

"Summer-Mums" is not a plant name—it is a trade-mark which applies only to plants of this group, as sold by the R. M. Kellogg Company, Three Rivers, Mich. It must not be used by any other firm or individual engaging in the nursery business. The variety name for the plant shown here is Dean Kay.

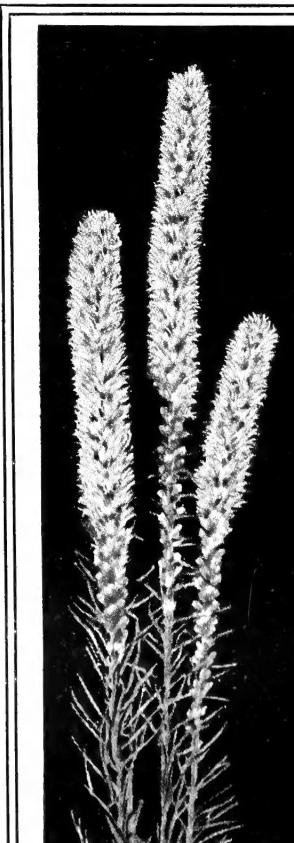


The picture above shows the exceedingly large number of blooms you will get from a single Dean Kay Summer-Mum. A single plant will produce several hundred flowers at a time.

Important

Take a look at the Dean Kay blossoms shown in the group at the left. The picture above was taken outdoors where lighting—so important to good color photography—was poor. The picture at the left was taken under ideal conditions, and shows the correct color quite accurately.

Strong pot-grown plants with ball of earth on roots, 75c each; 2 for \$1.45; 4 for \$2.85.



Give Your Garden the Pretty Blues

Your garden needs the pretty blues—not just the blues, but the pretty blues, for they help other flowers to appear more brilliant and charming. Blue Flax, on page 7 of this folder, is lovely; and here is—

Blazing Star 4 for \$1.00

(*Liatris pycnostachya*—Kansas Gay Feather.) Not content to beautify the summer months only, this flower can be used for dried bouquets during the winter. Blooms in August and September. Beautiful, tall, lavender-blue, plump spikes, 2 to 4 feet high. Very hardy. **PRICES:** 3 for 75c; 4 for \$1.00; 5 for \$1.15; 10 for \$2.15.

Now

Gardenulas Trade Mark

Pronounced Gar-deen-yulas

Do you like Gardenias? You do, but probably you have never been able to grow them. Now, Kellogg offers a new type of Campanula with blossoms almost exact duplicates of Gardenias in form, yet just as easy to grow as any other Campanula. Here they are. Aren't they pretty!

Gardenula Blue Gardenia

Here is the biggest flower sensation since Kellogg's introduced the famous Azaleamum nearly ten years ago. The color is a delicate blue, and flowers occur almost the entire length of the 30-inch-high stems. Five to eight flower spikes per plant. Foliage beautiful dark green, leathery. Blooms from mid-June to mid-July. Unlike most Campanulas, "Blue Gardenia" is a **perennial; blooms year after year without replanting.** For each of the three years we have offered Campanula "Blue Gardenia" to garden lovers, we have had to disappoint those who ordered late. Send your order early.

R. M. Kellogg Co.
Three Rivers,
Mich.



PRICES:
Strong, potted
plants with ball
of earth on roots.
1 for \$0.65
2 for 1.10
4 for 2.00

Gardenula "Bluette" possesses the same health and vigor as "Blue Gardenia" and the same hardiness. Like "Blue Gardenia" it is a perennial and blooms year after year without replanting. These Gardenulas are a new type of flower and should be in every garden.

Prices
Strong, potted
plants with ball
of earth on roots.
1 for \$0.65
2 for 1.10
4 for 2.00
HARDY!



PRICES
Strong, potted
plants with ball of
earth on roots.
1 for \$0.65
2 for 1.10
4 for 2.00

Gardenula Trade Mark
Pronounced Gar-deen-yula

"Bluette"

Many customers will consider "Bluette" an even more beautiful flower than Gardenula "Blue Gardenia." We call it "Bluette" because there is just a little blue—not all-over blue like "Blue Gardenia."

We have tried to capture the rare beauty of Gardenula "Bluette" in the color picture, but assure you that the flowers are even more beautiful than the picture. For the most part the flowers are a fine, delicate white, lightly tinged with blue. Otherwise the flowers are identical with its companion plant, Gardenula "Blue Gardenia."

Bargain

Why don't you try both varieties? Here is a special offer:

3 Gardenula, "Blue Gardenia"	\$1.65
3 Gardenula, "Bluette"	1.65

Total Value \$3.30

Special Price Only \$2.95

Hardy

Insects hardly bother Gardenulas at all, and they easily stand temperatures well below zero. Bloom year after year without replanting. Easy to grow in average garden soil with good drainage. Again we emphasize, not biennials like most Campanulas, but perennials—bloom year after year without replanting.

BOTANY

Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azalea, hence their name.

Azaleamum


IMPORTANT

Often, under certain conditions, Santa Claus plants will start blooming with golden yellow blooms early in the season. These later change to their true color as shown above.

Each Santa Claus flower is a dream. They are all striking dark red in color, even prettier than the picture, and are well shaped and large in size—often 2½ inches across, sometimes more. A pretty tuft of small petals in the center opens up and displays a delightful contrasting shade of gold. **ONE OF THE MOST HARDY OF ALL.** Easy to grow. PRICES: 75¢ each; 2 for \$1.45; 4 for \$2.85. Pot-grown plants.

AZALEAMUM startled and amazed the flower world when first introduced in 1933. It has now become famous all over the United States and in many foreign countries. It will bring exclamations of wonder and delight from all who see it in your garden.

No other flower compares with Azaleamum in quantity and beauty of blooms. If you should have only a dollar or two to spend on flowers, buy Azaleamum, for Azaleamum gives you more flower value for your money than any other plant you can buy.

The abundance of blossoms is almost unbelievable. Plants, although small when first planted, reach the size of a washtub by September, first year, and are completely covered with beautiful flowers. No plant has ever more satisfactorily fulfilled the hopes of customers.

Order Now!

Don't delay in sending your order for we have only a limited supply of these beautiful flowering plants. Thousands of people will rush their orders to us immediately and you, too, must rush yours or you will be disappointed.

Hardy!

All Azaleamums and Gloriumums are hardy perennials—live through the winter—even more blossoms the second year than the first.

Bargains

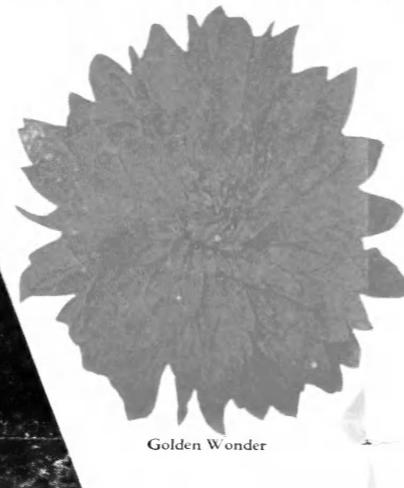
Everyone loves a good bargain. We offer you some real ones at the right.

Here are some special offers that will save you money. Friends and neighbors will exclaim at the beauty of Azaleamums and Gloriumums in your garden. Don't omit them from your order.

Comes in Seven Beautiful Colors

600 BLOSSOMS TO A PLANT or more—many customers say over a thousand—a few have had over two thousand. That is what the marvelous Azaleamum will do for you. The large picture below shows the newest of Azaleamum varieties (Azaleamum Summer Sunset) in full bloom. There are also the red Santa Claus, shown at the left, and five other varieties. Individual blossoms of the five other varieties as shown clustered around the large picture. This makes a total of seven beautiful colors.

Each color blooms just like the Summer Sunset—hundreds and hundreds of blossoms—a glorious mass of color. Any one will give you a marvelous display of loveliness. Azaleamums arouse envy and wonder wherever seen.



**Azaleamum
Golden
Wonder**

(Plant Patent No. 368)

Flowers are beautiful golden yellow as shown and are produced in great masses just like the Pink Azaleamum, get 3 to 4 feet across and 1½ to 2 feet tall. Hundreds of blossoms open at one time. Starts blooming usually in August and continues until frost. **HARDY! PRICES:** 65¢ each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Cultural Note
Plant Azaleamums 2 to 3 feet apart; rich, well-drained soil; ordinary moisture requirements; sun



Bronze Beauty



Azaleamum Bronze Beauty

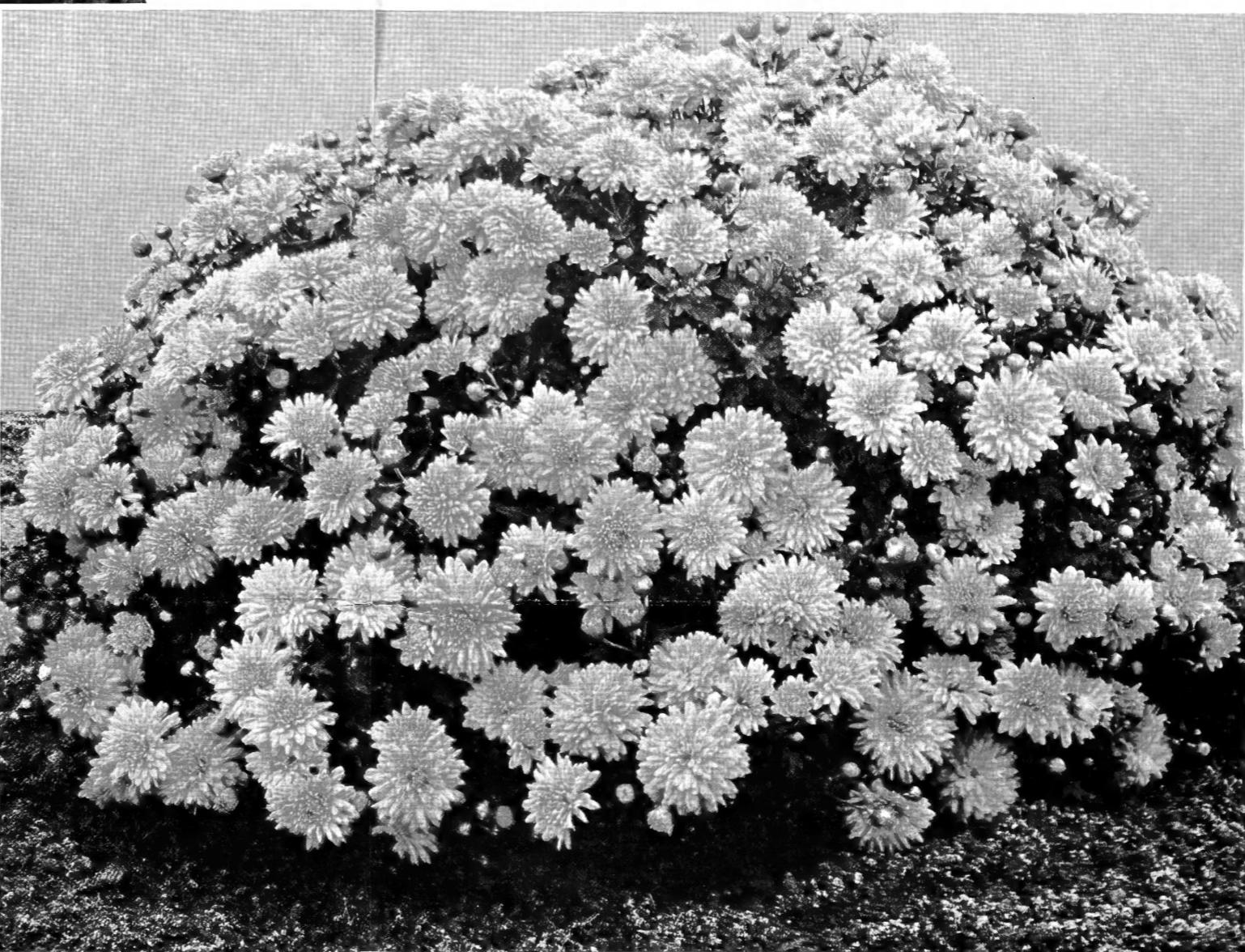
(Plant Patent No. 205)

Flowers appear in a variety of beautiful bronze shades. First they are warm, rich, red-bronze which soon turns to a bronzy yellow with red-bronze center, then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving a most beautiful effect. Later all the flowers turn to bronzy yellow. **HARDY! PRICES:** 65¢ each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.



**Azaleamum,
Cameo Queen**

Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has produced nearly 3,000 flowers on one plant first year. **HARDY! PRICES:** 65¢ each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.



Azaleamum, Summer Sunset

**5 Azaleamums
\$3.15**

This favorite collection gives same as the group at the left, one each of Cameo Queen, Golden Wonder, Magic White, Bronze Beauty, and Summer Golden Wonder and Santa Claus. Total value \$3.60. You get all 5 for only \$3.15.

6 Azaleamums \$3.75

Same as the group at the left, one each of Cameo Queen, Golden Wonder, Magic White, Bronze Beauty, and Summer Golden Wonder, and Santa Claus. Total value \$3.75. Special price.

7 for \$4.25

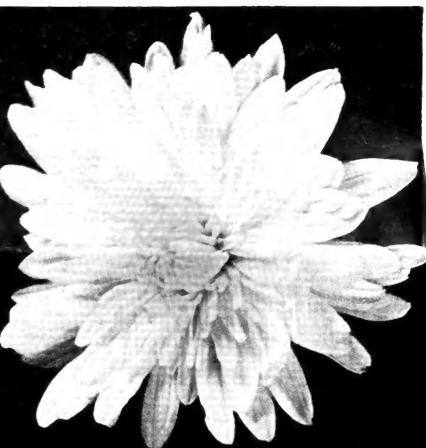
This collection gives you one each of the varieties shown on these two pages. Total value \$5.00. You save 75¢.

14 for \$8.35

Azaleamums look nice in pairs, so here are two of each shown on these two pages. Total value \$9.55. 14 plants in all, special price, \$8.35. You save \$1.20.

4 for \$2.25

One each of red, yellow, white and pink, the four favorite colors. Total value \$2.70. Special price, \$2.25. You save 45¢.



**Azaleamum,
Magic White**

(Plant Patent No. 204)

Really one of the most beautiful flowers you ever saw. Blossoms first open a very delicate pink, then as they become fully open this turns to white with faint yellow center, giving the effect of a beautiful snowdrift tinged with the rays of the setting sun, when plant is in blossom. Every garden should have the White Azaleamum. **HARDY! PRICES:** 65¢ each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Azaleamums Bloom Early

These beautiful plants usually start blooming during August, and continue until stopped by frost. They are a fitting climax to your summer garden. No flowers could end your summer more beautifully.

New in 1942

It is not every year that we can present a sensational flower but this year, 1942, we have it in the new and beautiful Azaleamum.

Summer Sunset

Here is a plant which literally seems to shimmer and glimmer in the sun like a magnificent jewel, when covered with its hundreds of blossoms. These vary in shade from rich apricot to light orange, and as the season advances take on shades of buff or fawn, which gradually change to a suffusion of deep rose or coral, underlaid with traces of mauve or orchid. Can you imagine the beautiful effect of so many harmonizing colors appearing all at one time?

Sunset is a continual surprise to you. It does not tire you with one color alone, but has a variety of colors, and each color is glorious and beautiful.

The buds are a rich red just before opening, giving an amazingly beautiful contrast with the open flowers and dark green foliage.

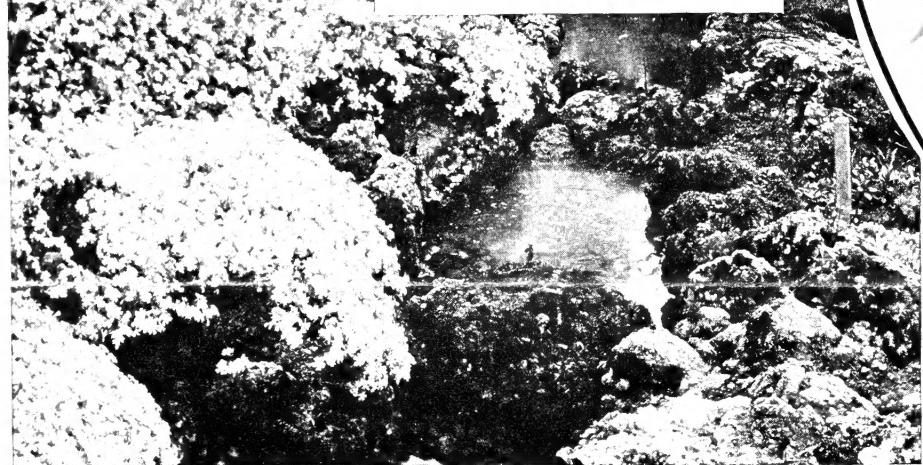
Very early blooming, will start about the first of August or earlier, depending upon the season. Prices: Plants out of 2½-inch pots with ball of earth on roots, \$1.00 each; 2 for \$1.85; 3 for \$2.70; 6 for \$5.25.

Here are some special offers that will save you money. Friends and neighbors will exclaim at the beauty of Azaleamums and Gloriumums in your garden. Don't omit them from your order.

KELLOGG'S Surprise Rock Garden

This unusually fine bargain contains some of our finest plants. You get a fine variety, at least ten different kinds. Plants guaranteed to reach you in good growing condition, or any that do not will be refilled free. PRICES: 20 Surprise Rock Garden plants, \$1.95; 40 for \$3.85.

20 Plants \$1.95

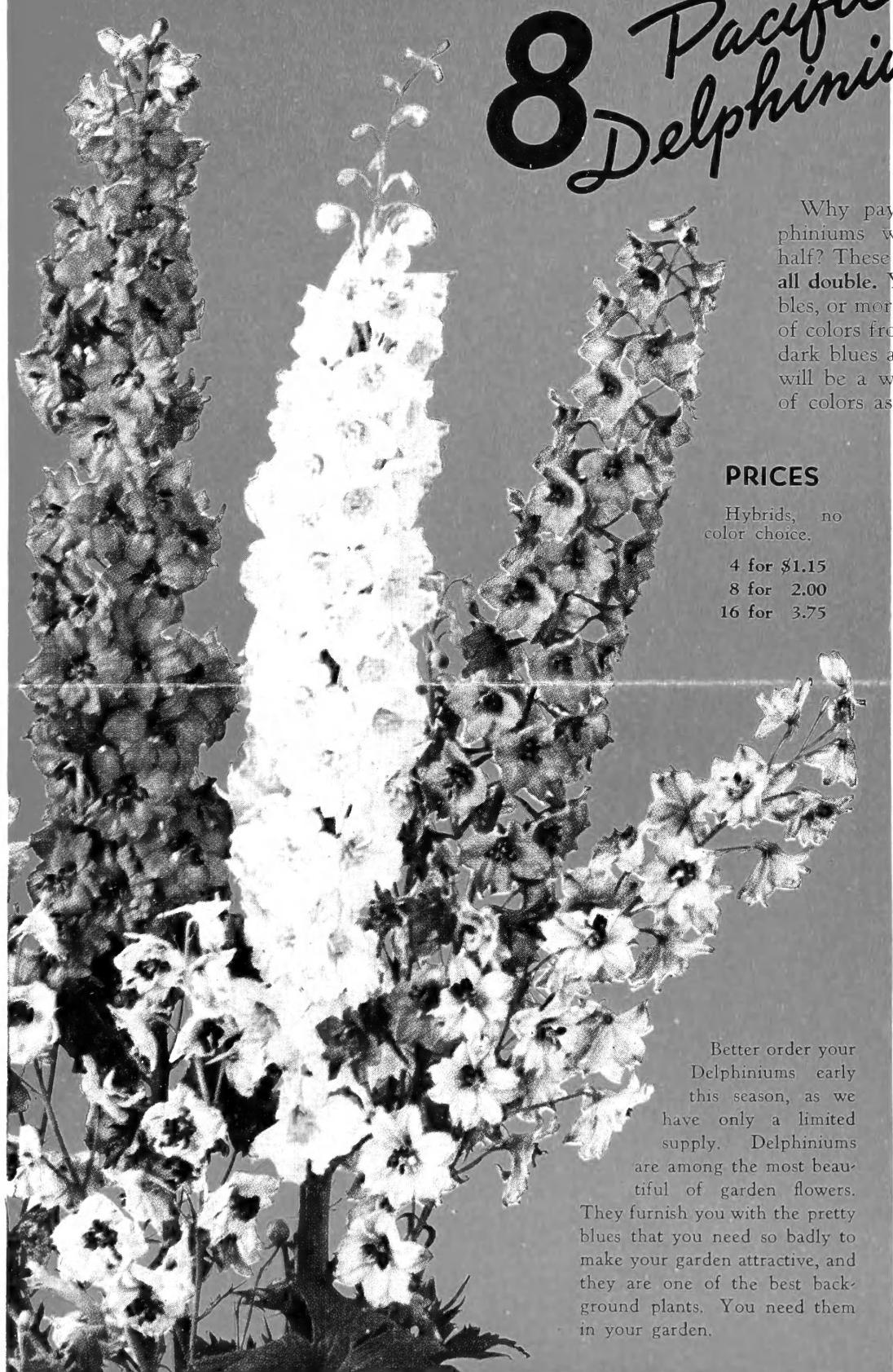


8 Pacific Delphiniums **\$2.00**

Why pay big prices for Double Delphiniums when you can get them for half? These Pacific Hybrids will be nearly all double. You should get five or six doubles, or more, in the eight, in a wide range of colors from light blues and lavenders to dark blues and purples. Occasionally there will be a white. We cannot allow choice of colors as these are hybrids.

PRICES

Hybrids, no color choice.
4 for \$1.15
8 for 2.00
16 for 3.75



Better order your Delphiniums early this season, as we have only a limited supply. Delphiniums are among the most beautiful of garden flowers. They furnish you with the pretty blues that you need so badly to make your garden attractive, and they are one of the best background plants. You need them in your garden.

Everblooming!

Carnation



**ORDER
NOW!
Supply
Limited**

TRADE MARK **DAZZLER**

Kellogg's Dazzler, the new improved hardy, everblooming Carnation is the heaviest blooming, most gorgeous and largest flowering hardy Carnation ever introduced. Foliage is dark olive-green and each plant produces 20 to 30 strong, 15" to 20-inch blooming stalks supporting flowers in great profusion. 40 to 50 bright crimson flowers open at one time on each plant. The blooms are richly clove-scented, deep crimson in color, and the plant blooms continually from the middle of June to late October. Will bloom all winter if potted and put in medium warm room. Plant grows nearly as large as a bushel basket first season, and it's hardy, too; stood 15 degrees below zero without injury. Blooms first year.

Dazzler is the gem of the rockery, the dazzle of the flower garden, the king of the border, and the greatest of all flowers for group planting.

Glorify your garden with Kellogg's Dazzler, the brightest red and most dazzling flower of all time.

PRICES OF DAZZLER CARNATION

**6 for \$1.85 Potted
Plants**

Or, other quantities as follows: 40c each;
3 for \$1.00; 6 for \$1.85.

5 Hollyhock \$1 Orange Prince



Deep fiery orange in the crevices, shading to a lighter creamy orange at the edges. Grows 6 to 8 feet. Blooms June and July. Plant 18 to 24 inches apart; ordinary well-drained soil; ordinary moisture; sun; mulch in winter. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



**4
Red
Hot
Poker
(Tritoma
Pfitzeri)
\$1**

Careful there! Don't burn your fingers! Red Hot Poker does look hot, doesn't it? Yes, it is just like a real, glowing, red hot poker. 3 to 4 feet high. Blooms August to October, when fiery color is needed. Plant 15 to 18 inches apart; well drained soil; ordinary moisture; sun; mulch in winter. PRICES: 35c each; 2 for 55c; 4 for \$1.00.

R. M. Kellogg Co. Three Rivers, Mich.

KELLOGG'S "Aristocrat" Glad Collection

At least ten different varieties will be given, and probably more, so that you will have a beautiful color range—reds, whites, mauves, pinks, yellows, and all the fine colors of Gladioli.

Last year \$3.35—now only \$2.65—that's the good news about Kellogg's Aristocrat Glad Collection. Collection composed entirely of varieties priced in our catalog at \$3.85 per hundred by variety. You save \$1.20.

YOU will ask how we can make this amazing offer. These bulbs will be varieties of our own choice, and unlabeled, although guaranteed to come from the Aristocrat group. By handling the collection in this way, we can fill your order out of our surplus stocks of the Aristocrat varieties, and the advantage of keeping the stocks balanced in this way is so great, that we make this fine offer.

Every bulb in this collection will be choice blooming size, hardy and robust, with plenty of vitality to produce loads of large beautiful flowers this year. They will be the same size bulbs that you would get if you ordered by variety from our catalog at the much higher prices quoted there.

Don't overlook the saving of \$1.20 that you make by ordering this collection.

Order Early!

A conservative estimate says that we will not have enough bulbs to fill all orders of this fine collection, so we advise you to place your order at once, while we still have a good supply.

GUARANTY

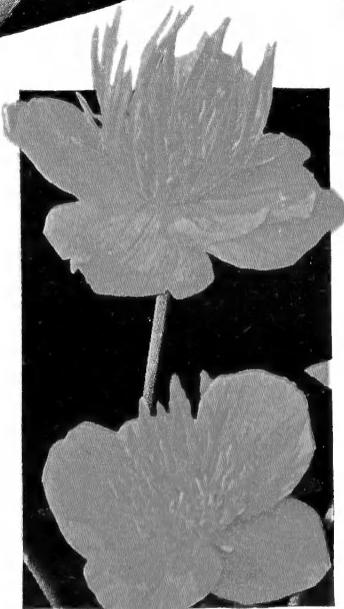
We guarantee that all bulbs in the Aristocrat collection will be from varieties listed in our catalog at \$3.85 per 100 by variety, and that all will be the same size and blooming quality that you would get if you ordered by variety. Bulbs must reach you in good condition or any that do not will be refilled free.

100
Fine Blooming
Size Bulbs for only
\$2 65



3 Trollius \$1.10

(Globe Flower). You will love the incandescent beauty of Trollius—they really seem to glow with their own hidden fire. The color is amazingly beautiful orange-yellow with still richer fluffy stamens. Flowers produced in great masses. Beautifully globular in shape, 1½ to 2 in. or more across, 1 to 2 feet tall, bloom May to August. Plant them 10 inches apart. Do especially well in a moist and shady location. PRICES: 40c each; 3 for \$1.10; 6 for \$1.85.



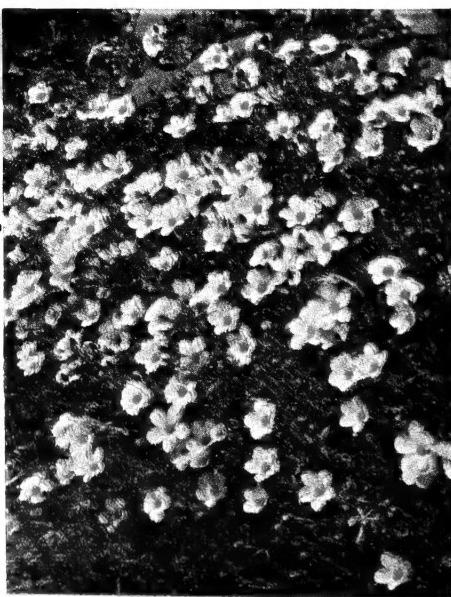
Each Flower Dainty and Charming

WHY should you have more blue in your garden? Because, it makes the other flowers look so beautiful. Note the delightful contrast of the blue and orange made by Trollius alongside Blue Flax below.

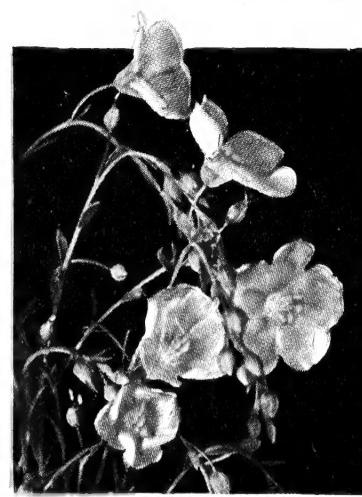
Beautiful Sky-Blue

Blue Flax

4 for \$1.00



Hundreds of Flowers

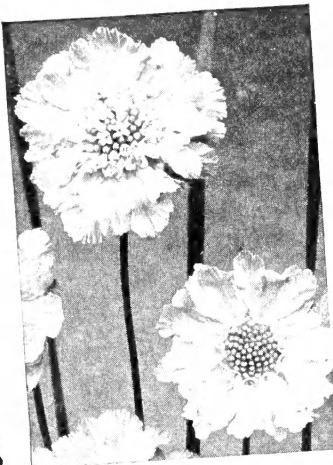


(Linum perenne.) These delightful flowers seem to bring a bit of the clear blue sky down to you. Each day brings forth new blooms. 18 to 24 inches high. Blooms from May through August. Foliage distinctly bluish. Planting distance, 18 inches. One of the very best of garden flowers. PRICES: 2 for 60c; 4 for \$1.00; 5 for \$1.15; 10 for \$2.15.

Dollar Bargains

**5
Scabiosa
\$1.00**

You will welcome this pretty blue flower. Flowers large. Grow 18 to 24 inches high, spread 12 inches. Bloom June to September. Very hardy, easy to grow. Plant 12 to 15 inches apart; ordinary soil; ordinary moisture; sun. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



**5
Creeping
Phlox
\$1.00**

(Phlox Subulata). A beautiful blanket of color during April and May. Evergreen mossy foliage. Grow 4 to 6 inches high. Hardy. Plant 10 inches apart; ordinary soil; ordinary moisture; sun. State whether pink or white wanted. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



**8 Dahlias
\$1.00**

These will bloom just as profusely as many of the higher priced sorts—all fine, large, mammoth-flowering varieties, in beautiful color range, our choice; that is how we can give them to you for such a low price.

PRICES: High grade roots, 8 for \$1.00; 16 for \$1.95.

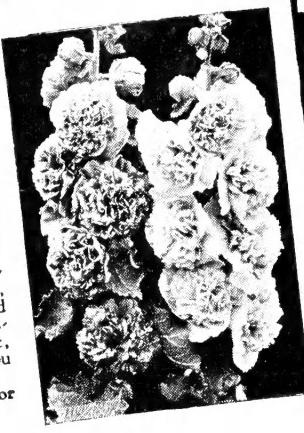
5 Ghost Plants \$1.00

(Artemisia, Silver King.) Looks as if dusted with silver. Fine background for lower plants of brilliant color. Grows 2 to 3 feet high, spread 18 inches or more. Plant 18 inches apart; ordinary soil; ordinary moisture; sun or shade. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



**6 Double
Hollyhocks
\$1.00**

(Althea rosea.) These roselike, double Hollyhocks scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Bloom June and July. We send you an assortment of pink, red, lilac, white and yellow, or you may choose colors. PRICES: 22c each; 3 for 55c; 6 for \$1.00.



**5 Shasta
Daisies
\$1.00**

(Chrysanthemum maximum.) Large flowers of many snow-white petals. Long, midsummer blooming. Grow 18 to 24 inches apart in ordinary soil; ordinary moisture; sun. Bloom June to August. PRICES: 30c each; 3 for 80c; 5 for \$1.00. Hardy.



**6 Garden
Pinks \$1.00**

(Dianthus plumarius.) Blooms nearly all summer. 15 to 18 inches high. Fragrant. Pink, white, red; mixed colors only. Plant 12 to 18 inches apart in ordinary non-acid soil; ordinary moisture; sun. PRICES: 25c each; 3 for 70c; 6 for \$1.00.

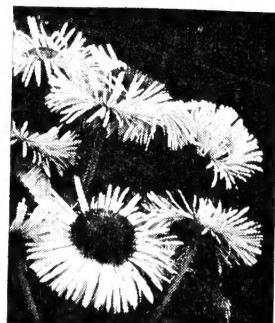
**5 Hardy
'Mums, \$1**

Each a different variety, wide color range, not labeled. Pom-poms, buttons and large flowered mixed. Plant 24 inches apart; rich, well-drained soil; ordinary moisture; sun. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



**5 Blue
Fringed
Daisies
\$1.00**

(Erigeron Speciosus.) Flowers large and violet-blue with yellow centers. Bloom June and July, 1 1/2 to 2 feet high. Fine for cutting. Plant 15 to 18 inches apart; ordinary soil; ordinary moisture; sun. PRICES: Field-grown, 30c each; 3 for 80c; 5 for \$1.00.



**2
for
\$1.00**

Formerly \$1.00 per bulb; now 2 for \$1.00—Prize winner!

**Grand
Master
"Glad"**



Can you imagine dark red velvet come to life? If you can, then you will want Grand Master. Grand Master is the richest, most striking dark red you ever saw; smooth, soft, and luxurious. The dark, rich red extends deep down into the throat, with no shading excepting a few almost invisible streaks of "black."

Florets open many at a time, making a continuous mass of amazing color. Has an enviable record as a prize winner. PRICES: Large blooming size bulbs, 65c each; 2 for \$1.00; 4 for \$1.85; 6 for \$2.70.

**5
Aquilegias
\$1.00**

(Columbine.) Aquilegias dance in the sun like pretty ballerinas. Here is a fine mixture of Scott Elliott Hybrids in shades of red, pink, blue, purple, white and yellow. Grow 3 feet. Hybrids, mixed colors only. Bloom May and June. Hardy. Plant 15 to 18 inches apart; ordinary well-drained soil; ordinary sun or shade. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



R. M. Kellogg Co., Three Rivers, Mich.